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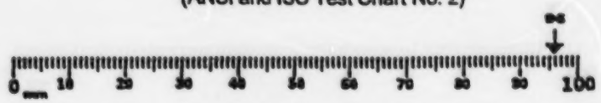

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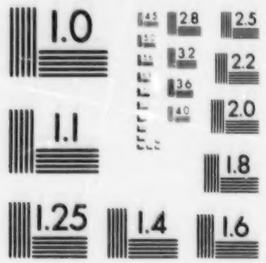

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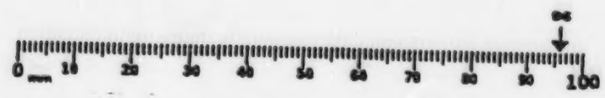

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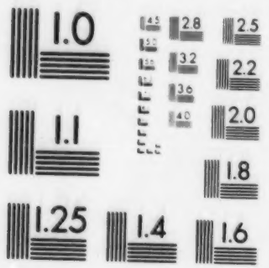

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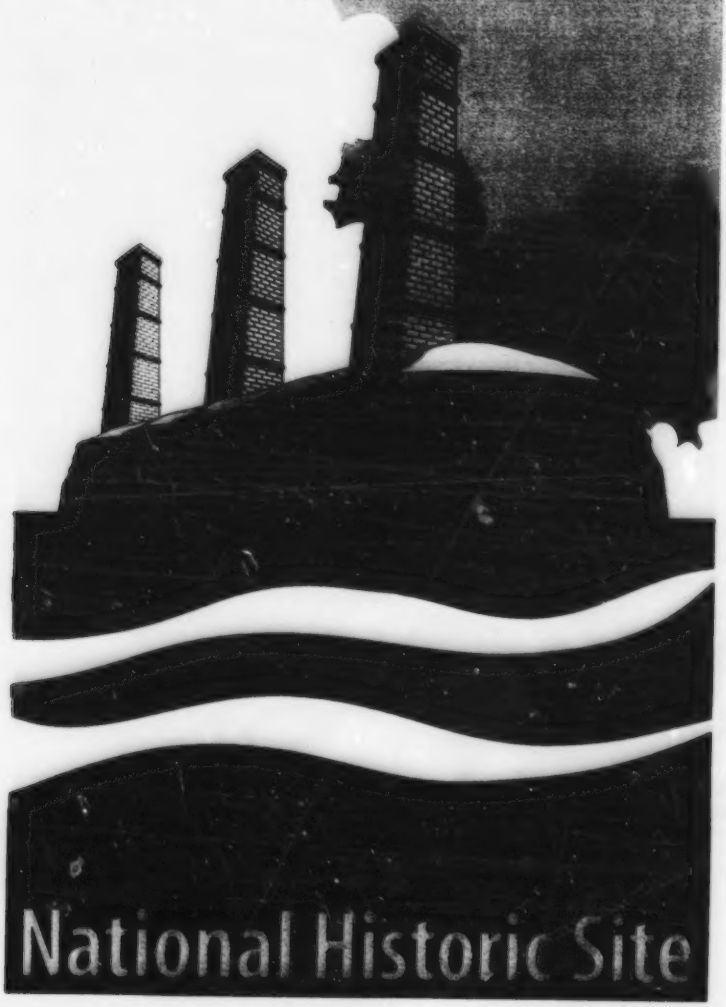
CLAYBANK BRICK PLANT



National Historic Site

1. PURPOSE AND OBJECTIVES

- To provide an overview of the Claybank Brick Plant National Historic Site.
- To describe the current status for restoring the Brick Plant including the lead project, the Bunk House Visitor Centre, to be completed in 2000.
- To outline the potential benefits of the Site.
- To describe the interpretive strategy for the Claybank Brick Plant National Historic Site.

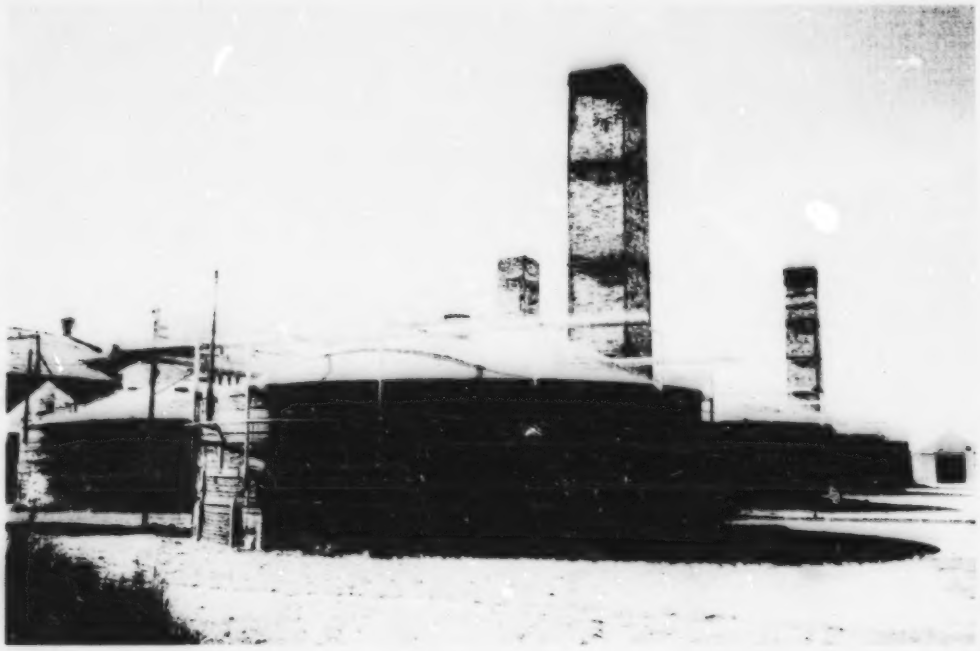


Figure 1
Kiln # 5 at Claybank Brick Plant National Historic Site

2. BACKGROUND AND STATUS

The Claybank Brick Plant National Historic Site, a 27 hectare site, is a turn-of-the century brick manufacturing complex approximately 65 kilometres southwest of Regina, in a traditional rural and agricultural area of Saskatchewan.

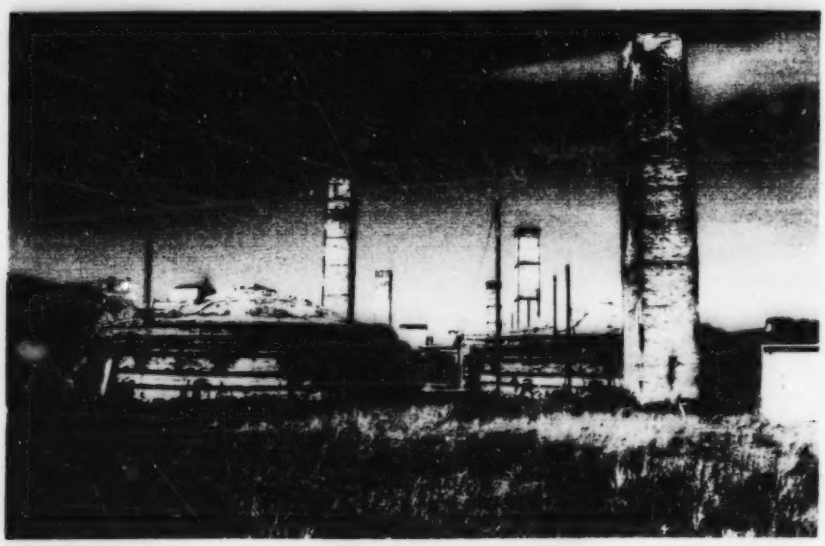


Figure 2
Smoke stacks and kilns at Claybank Brick Plant National Historic Site

The Brick Plant's location is signalled by five five-storey-high brick smoke stacks and two parallel rows of large, round, domed brick kilns. These are bracketed by weathered wood-framed structures. This large complex of buildings, dwarfed by the rolling hills against which it is nestled, is an unexpected sight in this otherwise undeveloped, rural landscape.

The Brick Plant Site is a remarkably intact example of an early 20th century brick making complex, with all key structures and equipment in excellent condition.

The historic significance of the Brick Plant was recognized in 1994 by Canada's Historic Sites and Monuments Board which recommended designation for both national historic and architectural significance and for its contribution to Canada's national economy, defense and architecture.

The Saskatchewan Heritage Foundation (SHF), responsible for the restoration of the Claybank Brick Plant, acquired the site in 1992 from its former owners, A.P. Green Refractories. It has begun restoration and stabilization work including basic historical research and the development of presentation and interpretation programs for the public.

Figure 3
Bunk House and future home of the Visitor Centre scheduled for completion in 2000

During the past four years, while restoration and stabilization work has been underway, over 10,000 people have come to see the gradual transformation of this abandoned brick plant into a first class national historic attraction. When the site officially opens for business in 2005, with all elements restored, a significant increase in attendance is expected.

At present, the Brick Plant is open seven days a week during the summer months to the public and the rest of the year by appointment. Guides are available for visiting groups. As well, volunteers from the Claybank Brick Plant Historical Society sell refreshments and gifts on site and undertake fund-raising activities.

In 2000, the restored Bunk House will be opened as the new interpretive centre, where visitors can learn more about the Brick Plant's history, enjoy some refreshments, and discover the other recreational and visitor amenities and facilities of this region.

Full restoration of all significant structures will take several years to complete. It is expected that by the year 2005, the centennial for the creation of the Province of Saskatchewan, the Claybank Brick Plant National Historic Site will formally open for public visitation as a showpiece heritage destination in southern Saskatchewan.

3. HISTORICAL SIGNIFICANCE

The Claybank Brick Plant was one of the first industrial enterprises in the prairie provinces and was in continuous operation for seventy five years. It manufactured face brick used on many prominent buildings in Canada such as the Bessborough Hotel in Saskatoon and the Chateau Frontenac in Quebec City. The factory also produced fire brick that lined the fireboxes of steam engines in trains that were operated throughout the West by the Canadian Pacific and Canadian National Railways.

Firebricks are made from fireclays, heat resistant (or "refractory") clays which can withstand the action of corrosive solids, liquids or gases at high temperatures. The same brick was used in Canada's corvettes and destroyers during the Second World War, and can be found in metallurgical factories in Ontario and Nova Scotia and even on the rocket launch pads of NASA's Cape Canaveral facilities in Florida.

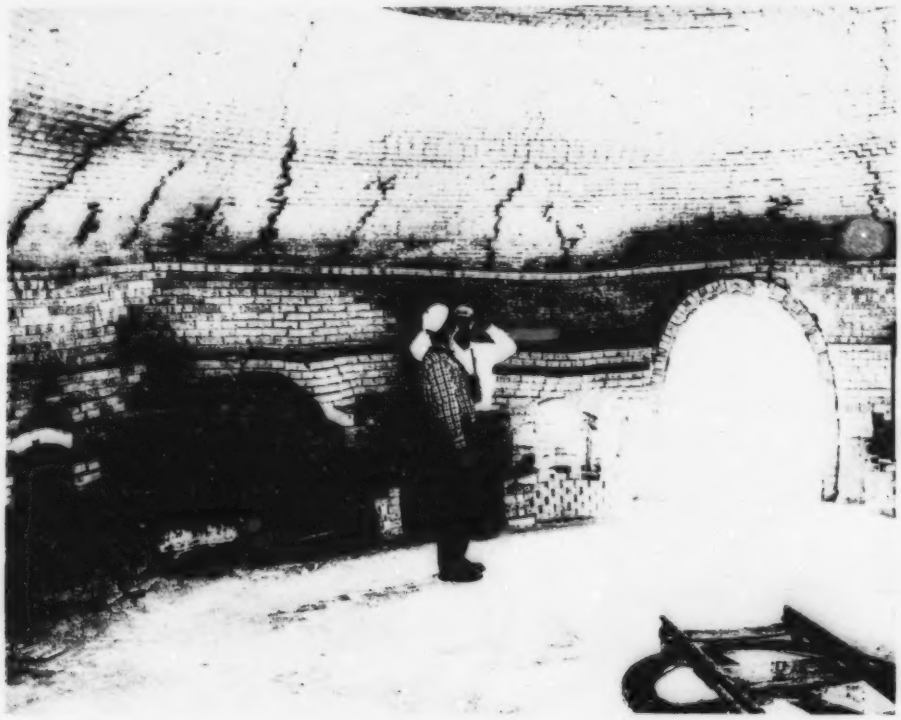


Figure 4
Kiln interior

The Claybank plant, representative of an industrial process quickly vanishing from the landscape, is an extraordinarily intact early 20th-century brick making complex. Virtually all the buildings erected between 1912 and 1937, the period of the site's primary development, have survived to the present day, and much of the original brick making equipment remains in place and is still operational. Little has changed in the entire complex since the 1930s and no significant structures have been lost.

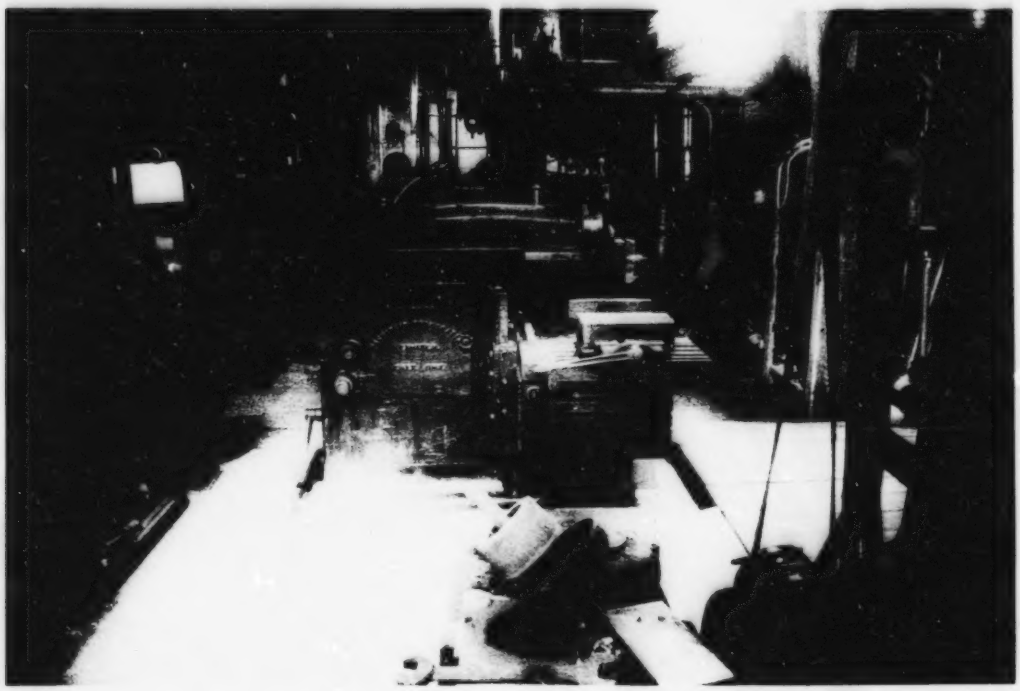


Figure 5
Machine shop with original equipment in operating condition

As a high quality Saskatchewan product, Claybank brick was deliberately chosen by Saskatchewan government and its agencies for the exterior facing of many prominent public buildings, including court houses, land titles offices, SaskPower/Energy structures, SaskTel buildings (including its former Regina head office), and provincial mental hospitals and sanatoriums.

4. SITE IMPORTANCE

The Saskatchewan Heritage Foundation, in concert with its partners - Parks Canada and the Claybank Brick Plant Historical Society - wishes to illustrate the vital role played by this enterprise in the industrial development of Saskatchewan and Canada.

The Brick Plant is an excellent example of many success stories in Saskatchewan where non-agricultural industries have emerged, literally out of the ground, and have created employment, technology and wealth for the province and Canada.

The Site is testimony to the entrepreneurial spirit and skill found in rural communities in Saskatchewan that grew to compete with the best of imported products, and which succeeded in doing so for most of this century.

The Claybank brick Plant is the only intact Plant of its type and era left in Canada and is reportedly the best such Plant in North America.

Its historical importance has been recognized by Canada's Historic Sites and Monuments Board and by the signing of the $2 million National Cost-Sharing Agreement with Parks Canada earlier this year.

It is now up to the partnership between the Claybank Brick Plant Historical Society and the Saskatchewan Heritage Foundation to find the balance of the funds, goods and services required to restore the site, to interpret its significance, and create a major visitor destination in south central Saskatchewan.

The development of the Claybank Brick Plant National Historic Site as a premiere attraction for Saskatchewan residents and visitors will create a major rural attraction in an area of few amenities or alternate employment opportunities.

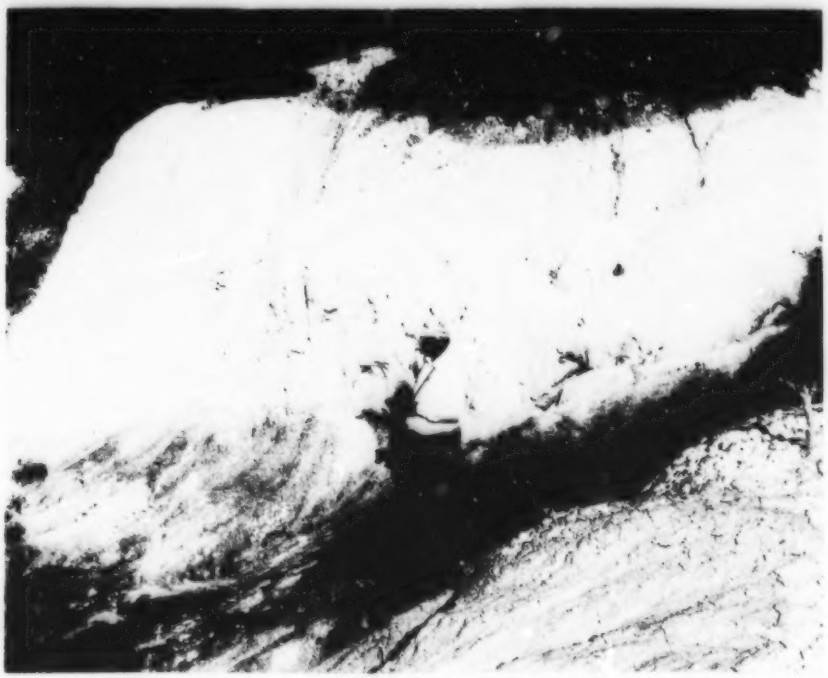


Figure 6
Source of refractory clay in the Dirt Hills of the Missouri Couteau

Figure 7
Source of clay for brick making and nature preserve

5. FINANCIAL RESOURCES

The Saskatchewan Heritage Foundation has signed a five year National Cost-Sharing Agreement with Parks Canada for a total of $2 million from 1998/99 to 2002/03 (Phase 1). The total estimated cost for Phase 1 is $2,776,250; the Parks Canada share of this total is $1 million. The balance must be found within internal sources and fund-raising initiatives.

Phase 2, covering the subsequent 5 year period, is estimated to cost some $ 1.1 million to complete the stabilization and conservation of various kilns, machinery and the rehabilitation of the rail transportation system from the hamlet of Claybank to the Brick Plant Site.

Recently, a number of fund-raising initiatives have been undertaken in concert with the local Heritage Society.

First, the Claybank Brick Plant Historical Society has secured a grant of $5,000 from the South Saskatchewan Community Foundation to restore the roof on the Brick Cottage.

Second, in 1998, the Saskatchewan Heritage Foundation secured a Canada/Saskatchewan infrastructure grant for of $33,000 to upgrade the Site's potable water system.

Third, the Society has secured a Canada Millennium Partnership Program grant for $184,912 for restoration of the Bunk House restoration and its conversion to a Visitor Centre, which is estimated to cost $652,630.

The Bunk House Visitor Centre project will be the first major publicly accessible facility at the Site. It is expected to be completed in 2000 and will be our first opportunity to define the character and quality of the Brick Plant Site. This is a major step in the development of the National Historic Site and a major opportunity for recognition of sponsors, friends and supporters.

Fourth, the Saskatchewan Heritage Foundation has approached the Western Economic Partnership Agreement for a financial contribution towards the marketing and promotion of the Site.

Fourth, steps are underway to embark on a major, multi-year capital campaign to raise the balance of funds required to complete the project.

To assist us in the fund-raising campaign, we propose to create a "Chairman's Advisory Council" with representation drawn from the broad Saskatchewan community including local, industrial, cooperative and other relevant interests. The proposed Chairman's Council will oversee the fund-raising campaign, advise on marketing and promotion, and related topics.

6. ANTICIPATED BENEFITS

The anticipated benefits of the restoration and interpretation of the Claybank Brick Plant National Historic Site have been identified as follows:

- participation in supporting the Brick Plant is a visible and concrete way for supporters and sponsors to acknowledge Saskatchewan's industrial heritage at the beginning of the new Millennium and for Saskatchewan's centennial as a province in 2005.
- first major historic site in Saskatchewan to be recognized for its contribution to industrial development.
- full development of the Brick Plant Site will result in a new, unique heritage attraction in south central Saskatchewan, to be enjoyed by all residents in the region and in Saskatchewan.
- as the Brick Plant Site develops, there will be a demand for expanded visitor services, such as overnight accommodations and restaurants, to support increased visitations and longer periods of visitation to the region.
- development of this unique Site will help to promote rural Saskatchewan as an attractive place to live, work, and learn.
- restoration work currently underway is already creating new employment and business opportunities to serve the Site and additional opportunities will emerge with the expected increased number of visitors.
- the development of a major heritage attraction in this area will encourage visitors to explore other heritage attractions in the vicinity of both Moose Jaw and Regina.

7. THE CLAYBANK BRICK PLANT PRESENTATION STRATEGY

The presentation strategy for the Site will focus on presenting the Claybank Brick Plant as historically and architecturally significant and as a member of the family of National Historic Sites. It will include the following:

- The Site will be developed by making use of existing resources, with as little intervention as possible. It will tell the story of the Claybank Brick Plant in the history of western Canadian industry and in the broader context of the brick making industry in Canada. While the entire history of the Site will be interpreted, particular emphasis will be on the period 1912 to 1937, the primary development years.

- A presentation plan for the Site and for the Visitor Centre will be developed which includes a definition of the target audiences, establishes learning objectives for each group and identifies the most appropriate media for achieving these objectives with each of the audiences.

- The exterior appearance of the buildings and the network of equipment will be of a working Plant. Historic routes will be retained and will help define visitor flow throughout the Site.

- All presentation programming will recognize different levels of interest and understanding. Interpretive approaches will be varied to meet the needs and expectations of differing audiences and interest groups.

- Visitors will have unrestricted access to that part of the Site where visitor and orientation facilities are located (such as the Bunk House) and to the hills where the clay was mined. Access to the rest of the Site will be guided.

- All signage on Site will be designed to have a minimum impact on the Site, while addressing all requirements for access.

- There will be a gradual increase of print and other media to interest the public as the Bunk House project nears completion. A number of sellable items on the Site will be developed as mementoes including a CD disk of the Site story.

- In addition, to draw further interest to the Site development, a number of special events are contemplated, which will draw additional visitors and broaden the public's awareness of this unique heritage Site.

8. THE SASKATCHEWAN HERITAGE FOUNDATION

The Saskatchewan Heritage Foundation was established in 1990 through an Act of the Saskatchewan Legislature. The day-to-day operations of the Foundation are administered by the Heritage Office of Saskatchewan Municipal Affairs, Culture and Housing.

The mandate of the Saskatchewan Heritage Foundation is to provide cost-shared support to community based groups and individuals who seek to conserve, restore, develop, interpret and promote Saskatchewan's diverse heritage resources. The Foundation is also mandated to acquire and manage real and moveable property in the name of the Crown. The Foundation acquired the Claybank Brick Plant property in 1992, as a donation from the then owner, A.P. Green Refractories Ltd.

The affairs of the Foundation are directed by a board of private citizens, appointed by the Lieutenant Governor in Council, and drawn from communities across Saskatchewan. Bill Hutchinson, a prominent architect in Regina, has served as Chairman since his appointment in September 1993.

As the lead agency responsible for the refurbishment and interpretation of the Brick Plant, the Saskatchewan Heritage Foundation is taking the primary responsibility for the ownership, development and coordination of the Site. The Foundation works closely with several key partners, namely Parks Canada and the Claybank Brick Plant Historical Society, which provides volunteers and other services to the Site. The value of the Foundation's support provided to the Claybank project is estimated at $200,000.

9. THE CLAYBANK BRICK PLANT HISTORICAL SOCIETY

The Claybank Brick Plant Historical Society was formed in April 1994. The objectives of the Historical Society are:

- to promote development of the Claybank Brick Plant and the restored Hamlet of Claybank as a tourist attraction within the district;
- to operate tourism programs at the Brick Plant;
- to assist the Saskatchewan Heritage Foundation in restoration of the Brick Plant.
- to undertake fund-raising activities in support of the restoration and interpretation of the Site.

Currently, the Claybank Brick Plant Historical Society provides on Site support for visitors by providing guided tours and the management of a coffee shop and gift

store. It is also actively pursuing fund-raising initiatives to support the development of the Site. Its role will continue to grow as the Site develops and visitor traffic increases.

10. PARKS CANADA

Parks Canada is a major partner in the restoration and interpretation of the Claybank Brick Plant National Historic Site. As a major financial partner, it will contribute up to $1 million through the National Cost-Sharing Agreement over a five year period.

In addition, Parks Canada's continuing role is to provide technical and advisory services regarding the heritage restoration and interpretation aspects of the Brick Plant. Parks Canada technical staff is involved actively and regularly travel from Ottawa, Winnipeg and Saskatoon to Regina and the Site for ongoing support. To date, Parks Canada has contributed an additional $300,000 of in-kind services to the project.